

January 5, 2000

Mr. David Medine
Associate Director for Financial Practices
Office of Consumer Protection
Federal Trade Commission
Washington, DC 20005

VIA EMAIL: AdvisoryCommittee@FTC.GOV

Dear Mr. Medine:

I respectfully submit the nomination of Mr. Scott Olechowski, President of nCognito Interactive Services, Inc. for membership to the Advisory Committee on Online Access and Security.

In spring of 1999, Scott Olechowski founded nCognito, a leading data profiling company that assists consumers in protecting their privacy online. In addition, nCognito works with Internet advertisers, Web sites and marketers in order to gather non-personal information about the consumer and enhance the consumer's experience online.

Mr. Olechowski is extremely familiar with information principles of access and security as well as the technical knowledge required to implement these principles. In his capacity as president of nCognito, Mr. Olechowski has accomplished the following:

- Developed and implemented patent pending methodology for measuring web activity and protecting consumer privacy
- Created a new business model that benefits both consumers and commercial interests without exposing consumers to invasive and unfair marketing practices
- Developed and implemented nCognito's growing anonymous consumer profile database
- Engineered legal and educational protections for consumers who choose to supply nCognito with anonymous information

For the past year, nCognito has participated in the discussion on privacy and security issues through the Better Business Bureau Online (BBBO) and TRUSTe programs. nCognito also attended the FTC/DoC (NTIA) workshop on Internet privacy and submitted comments at the conclusion of the workshop.

Prior to founding nCognito, Mr. Olechowski created O Cubed, Incorporated where he served as president. He is a graduate of DePaul University, where he received his degree in marketing (Summa Cum Laude). Attached you will find a resume for Mr. Olechowski. If you have any questions regarding his qualifications, please feel free to contact me. I can be reached at 410/366-8035.

Sincerely,
Michael Leavitt